

**APPLICATION DATA SHEET****Application Information**

Application number::	N/A
Filing Date::	11/29/01
Application Type::	Regular
Subject Matter::	Utility
Suggested classification::	N/A
Suggested Group Art Unit::	N/A
CD-ROM or CD-R?::	No
Number of CD disks::	N/A
Number of copies of CDs::	N/A
Sequence submission?::	No
Computer Readable Form (CRF)?::	No
Number of copies of CRF::	N/A
Title ::	METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING ADVERTISING CONTENT INTO MULTIMEDIA ENVIRONMENTS
Attorney Docket Number::	120073.424
Request for Early Publication?::	No
Request for Non-Publication?::	No
Suggested Drawing Figure::	N/A
Total Drawing Sheets::	9
Small Entity?::	No
Petition included?::	No
Petition Type::	N/A
Licensed U.S. Gov't Agency::	N/A
Contract or Grant No::	N/A
Secrecy Order in Parent Appl.?::	No

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11/29/01 10:52:11

**First Applicant Information**

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: US  
Status:: Full Capacity  
Given Name:: Richard  
Middle Name:: D.  
Family Name:: Ellis  
Name Suffix:: N/A  
City of Residence:: Carnation  
State or Province of Residence:: WA  
Country of Residence:: US  
Street of mailing address:: 28432 Northeast 63<sup>rd</sup> Way  
City of mailing address:: Carnation  
State or Province of mailing address:: WA  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 98014

**Second Applicant Information**

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: US  
Status:: Full Capacity  
Given Name:: Christopher  
Middle Name:: R.  
Family Name:: Newcombe  
Name Suffix:: N/A  
City of Residence:: Kirkland  
State or Province of Residence:: WA  
Country of Residence:: US  
Street of mailing address:: 14129 128<sup>th</sup> Avenue Northeast

City of mailing address:: Kirkland  
State or Province of mailing address:: WA  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 98034

### Third Applicant Information

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: Canada  
Status:: Full Capacity  
Given Name:: Michael  
Middle Name:: Yiu-kwan  
Family Name:: Siu  
Name Suffix:: N/A  
City of Residence:: Bellevue  
State or Province of Residence:: WA  
Country of Residence:: US  
Street of mailing address:: 16711 Northeast 22<sup>nd</sup> Street  
City of mailing address:: Bellevue  
State or Province of mailing address:: WA  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 98008

### Fourth Applicant Information

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: US  
Status:: Full Capacity  
Given Name:: Michael  
Middle Name:: T.  
Family Name:: Stradley

Name Suffix:: N/A  
 City of Residence:: Seattle  
 State or Province of Residence:: WA  
 Country of Residence:: US  
 Street of mailing address:: 900 Queen Anne Avenue North, #201  
 City of mailing address:: Seattle  
 State or Province of mailing address:: WA  
 Country of mailing address:: US  
 Postal or Zip Code of mailing address:: 98109

### **Fifth Applicant Information**

Applicant Authority Type:: Inventor  
 Primary Citizenship Country:: US  
 Status:: Full Capacity  
 Given Name:: Chris  
 Middle Name:: N/A  
 Family Name:: Oje  
 Name Suffix:: N/A  
 City of Residence:: Kent  
 State or Province of Residence:: WA  
 Country of Residence:: US  
 Street of mailing address:: 6216 South 233<sup>rd</sup> Street  
 City of mailing address:: Kent  
 State or Province of mailing address:: WA  
 Country of mailing address:: US  
 Postal or Zip Code of mailing address:: 98032

**Correspondence Information**Correspondence Customer Number :: **00500****Representative Information**

Representative Customer Number::		<b>00500</b>
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**Domestic Priority Information**

Application ::	Continuity Type::	Parent Application::	Parent Filing Date::
This Application	Non-Provisional of	60/250,060	11/29/00

